

HOW LONG THE HOUSING BOOM?

The housing boom will not last forever, warns the Financial Post. It cites a recent survey in the United States which reported 15,000 unsold new houses at the beginning of spring. Says The Post: "While no similar survey is available for Canada there are some indications that we may be facing the same situation here in a few months time. Certainly the background picture in the two countries is almost identical."

"Prices of newly constructed houses in both Canada and United States are two to three times the level of prewar, have jumped about

50% in the last three years. Both countries have been building at a tremendous rate since the end of the war, though on a basis of population, the pace has been faster in Canada. For 1949 a total of around 90,000 is expected.

"It is perfectly true that economic conditions in the United States just now are not quite as buoyant as they are in Canada. There are a lot of capital goods, including houses that are not selling as fast as they were a few months ago. Buyers are not as eager or as desperate to 'take' the first thing offered. But that, not unhealthy attitude, might well be duplicated on this side of the line as we move into spring."

THE CHAMP COMES ACROSS...



—Central Press Canadian
Sandy Saddler (left) drops his guard as Willie Pep comes across with a fast right in their return bout at New York's Madison Square Garden recently. After losing his featherweight title to Saddler last October, Pep made a terrific comeback to win a decision and regain his crown.

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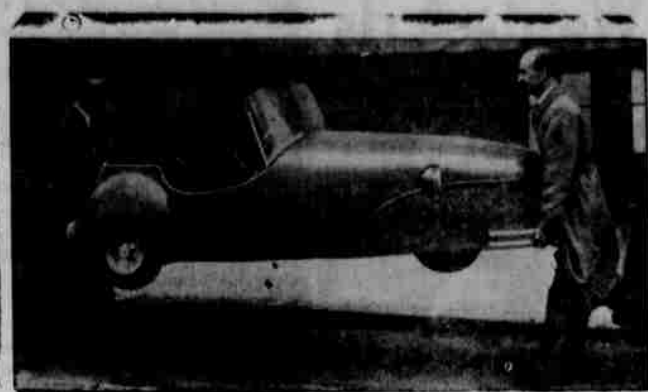
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"MINICAR" DOES 100 MILES PER GALLON

Designed by Mr. Laurie Bond, the "Minicar" is three-wheeled, does 100 miles to the gallon, has a maximum speed of 40 miles per hour, and weighs only 196 pounds.

It has seating capacity for two adults and one child. At present be-

ing made for overseas markets, it is expected to sell in Britain for 198 pounds sterling.

This picture shows that there is no need for a special parking place as "Minicar" can be lifted by two adults into any space.

'49 Ford

OWNER-APPROVED



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"SOFA-WIDE" SEATS

help make the new '49 Ford the big car in its field! Front and rear seats designed to give extra-comfortable hip and shoulder room for six big people.

✓ Comfort
✓ Handling
✓ Power
✓ Economy
✓ Ride
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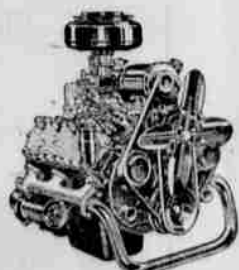


OWNER-APPROVED EASE OF HANDLING

Owners are hailing the '49 Ford's new big-car roadability... thrilling to swifter pick-up and response... made possible by the "Equa-Poise" Power you get from the new 100 hp. Ford V-8 Engine. New Finger-Tip Steering for sure control and effortless parking! Improved "Magic Action" Brakes—35% easier-acting—for extra safety!



Chrome wheel trim rings and white sidewall tires optional at extra cost.



**100 Hp.
V-8
ENGINE**

OWNER-APPROVED "MID SHIP" RIDE

Everywhere you'll hear owners talking about that new, road-hugging Ford "feel"—so sure and steady, even in a cross wind. Now you ride between the wheels in the low-cradled centre section of the new Ford's 59% stronger "Life-guard" Body.

OWNER-APPROVED "HYDRA-COIL" FRONT SPRINGS

let the wheels "step over" the bumps! And owners marvel at the soft, level rear-seat ride given by the new Ford "Para-Flex" Rear Springs.

FASHION AWARD

The Fashion Academy of New York has chosen the '49 Ford to receive the Fashion Academy Gold Medal after 1949 automobile models of all makes and in all price classes had been carefully studied from the standpoint of excellence in design, simplicity, and feminine style appeal. This recognition stands as a tribute to the work of Ford's Styling Department.

There's a **New Ford** in your future

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OWNER-APPROVED POWER AND ECONOMY

Already, owners have driven millions of miles in their new '49 Fords. They've proved that the advanced Ford V-8 Engine with Equa-Flo Cooling and new "Deep-Breath" Manifolding gives up to 10% more gas economy! And they're enthusiastic about the new, smoother performance and big-car driving "feel" that come from Ford's exclusive "Equa-Poise" Power design!



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